LATNN.com
LATino News Network

DAILY NEWS OTHER INFO GRAFICO COMMUNITY ABOUT US

Press Releases A

Search

Terra Lycos And Hewlett-Packard Narrow Digital Divide In U.S. Hispanic Communities

MIAMI, FL. June 12, 2001 - Terra Lycos, one of the largest global Internet networks, announced Tuesday the successful results of the ParentsConnected program, a joint initiative with Hewlett-Packard, designed to narrow the digital divide, de-mystify technology and keep parents connected with their children.

In a three-month spring tour from March to May 2001, the program reached nearly 28,000 parents and children, providing seminars on computers and Internet basics to Hispanic communities in 5 cities across the United States, including Chicago, Los Angeles, Miami, Houston, Dallas and New York.

On the heels of the successful Spring tour, ParentsConnected is gearing up for an expanded tour next Fall, which aims to reach an additional 50,000 parents and children in ten key U.S. Hispanic cities from September to November 2002.

ParentsConnected (http://www.parentsconnected.com) is a division of ThoughtSource, Inc., a computer and Internet education corporation established in South Florida in 1998 by Kenneth L. LaVan, J.D. and Kaila Colbin. ThoughtSource is dedicated to providing high quality Internet education programs, including corporate computer clubs and after school programs for parents, children, and teachers.

Just one of many HP-Terra Lycos initiatives

As one of the leading Internet site to the U.S. Hispanic community, Terra Lycos is pleased to unite parents and children, create awareness of the benefits and wealth of information available on the Internet, and connect Latinos around the globe. The ParentsConnected program is one of several co-branded initiatives between Terra Lycos and Hewlett-Packard, which also includes online giveaway campaigns of Hewlett-Packard products and sponsorship of Terra.com's technology channel.

According to Terra Lycos, the alliance with Hewlett-Packard further demonstrates the company's long-term commitment to providing children and their families with a fun and informative destination on the Internet.

"We are delighted to have the opportunity to work with Hewlett-Packard especially in reaching out to the U.S. Hispanic community in an effort to address and take action against the digital divide through the ParentsConnected program," said Dennis Seda, director of marketing, Terra Lycos, Miami. "As a company, we feel strongly that everyone should be educated about and have access to technology, and we are pleased to be able to provide these resources to both children and their parents."

"We are honored to include Terra.com as the Internet partner for the ParentsConnected program," said Ken LaVan CEO and co-founder of ParentsConnected. "Terra Lycos' commitment to educate the Hispanic market on the Internet is an asset to the ParentsConnected tour."

HP had total revenue from continuing operations of $48.8 billion in its 2000 fiscal year. More information about HP and its products can be found on at http://www.hp.com.

Source: ***HISPANIC PR WIRE***